

MEDIA AND VISUAL CULTURE STUDIES

THE DIRECTOR

Piers Britton

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THE PROGRAM

Today we live in a world of media, new and old, which bombard us with information, stimuli, and images. In Media and Visual Culture Studies, you have the opportunity to engage critically with a wide array of historical and contemporary media, from the printing press to post-network television. In MVC classes, you will learn to interpret media texts and forms, evaluate different kinds of engagement with media, and understand the ways in which media and visual culture help to organize day-to-day experience, societal mores and expectations, patterns of consumption, and notions of cultural value. The ability to make effective critical judgments about media and visual culture informs responsible citizenship and is essential to innovation in professional life.

Learning outcomes for this program may be found at: www.redlands.edu/BA-MVC/learning-outcomes.

THE MAJOR

Media and Visual Culture Studies is an interdisciplinary program offering courses carrying the MVC alpha and cross-listed courses from a range of departments.

REQUIREMENTS

The major consists of 44 credits or eleven courses, including the following required elements:

I. CORE (2 courses/8 credits)

All majors complete

-- MVC 101 Introduction to Media and Visual Culture Studies (4), usually before the junior year

-- MVC 201 Critical Writing in Media and Visual Culture Studies (4), usually before spring of the junior year

II. HISTORY AND THEORY OF MEDIA CULTURES (Any 2 courses from the following list, or others approved by the MVC faculty)

Relevant courses include:

-- MVC 111 Introduction to the Art of Film (4)

-- MVC 211 Screen Genres (4)

-- MVC 213 Sports, Media & Culture (4)

-- MVC 395 Media Theories (4)

-- ARTH 326 Modernity and Modernism (4)

-- ARTH 328 After the Modern (4)

- AST 211 Contemporary Chinese Film (4)
- ENGL 114 War in Literature and Film (4)
- ENGL 250 Theories of Popular Culture (4)
- ENGL 311 Film and Literature (4)
- HIST 223 Anxiety, Race, and Empire (4)
- HIST 229 U.S. History on Film (4)
- HIST 273 Cyberculture and the Networked Society in the Information Age (4)
- HIST 324 Cold War America (4)
- HIST 328 Gender, Media, and U.S. Culture (4)
- REST 232 Representing Race and Identity in Film (4)
- SOAN 206 Popular Culture (4)
- SOAN 347 Visual Ethnography (3)
- WGS 249 Women Filmmakers (4)
- WGS 341 Gender and Nation (4)

III. PRODUCTION (1 course from the following list, or others approved by the MVC faculty)

Relevant courses include:

- MVC 202 Visual Storytelling (4)
- MVC 203 Screenwriting (4)
- ART 235 Introduction to Photography (4)
- ART 252 Introduction to Graphic Design (4)
- CS 103 Introduction to Multimedia (4)
- CS 223 Game Programming and Artificial Intelligence (4)

IV. CAPSTONE (4 credits)

All majors complete MVC 495 Senior Seminar (4) in fall of the senior year

V. ELECTIVES

The balance of courses making up the required 44 credits/11 classes are electives. Students may shape their course of study in light of available offerings and their own interests, in consultation with their advisor and the director.

THE MINOR

The minor consists of 24 credits, including the following required elements:

- MVC 101 Introduction to Media and Visual Culture Studies (4)
- MVC 201 Critical Writing in Media and Visual Culture Studies (4)
- Two courses in the history and theory of media cultures
- Electives- Students may shape the minor to enhance their major program and can do so in consultation with their advisor in the major.

DEPARTMENTAL HONORS

A two-semester departmental honors program is available for exceptionally motivated students with unusually strong attainment. A GPA in the major of 3.5 is a minimum requirement for being invited to pursue honors. Current details of the honors process are available from MVC faculty or the MVC program office (HOL 203).

CROSS-LISTED COURSES

Descriptions of these courses can be found in Catalog listings for the relevant department. Check these also for prerequisites, if any. These courses concentrate entirely or significantly on issues pertaining to media and visual culture. They may be counted automatically toward the major or minor.

ART 235 Introduction to Photography (4)
ART 252 Introduction to Graphic Design (4)
ARTH 326 Modernity and Modernism (4)
ARTH 328 After the Modern (4)
AST 211 Contemporary Chinese Film (4)
CS 103 Introduction to Multimedia (4)
CS 223 Game Programming and Artificial Intelligence (4)
ENGL 114 War in Literature and Film (4)
ENGL 250 Theories of Popular Culture (4)
ENGL 311 Film and Literature (4)
HIST 223 Anxiety, Race and Empire (4)
HIST 229 U.S. History on Film (4)
HIST 273 Cyberculture and the Networked Society in the Information Age (4)
HIST 324 Cold War America (4)
HIST 328 Gender, Media, and U.S. Culture (4)
REST 232 Representing Race and Ethnicity in Film (4)
SOAN 206 Popular Culture (4)
SOAN 347 Visual Ethnography (4)
WGS 245 Mothers and Daughters in American Popular Culture (4)
WGS 249 Women Filmmakers (4)
WGS 341 Gender and Nation (4)

COURSE DESCRIPTIONS (MVC)

101 Introduction to Media and Visual Culture Studies.

Fall (4), Spring (4).

Introduces students to the critical study of visual culture and the spectrum of media. Provides basic grounding in the critical analysis of film, broadcast media, and new media, introducing techniques of formal, semiotic, and feminist analysis, etc. and approaches such as reception theory.

111 Introduction to the Art of Film.

Fall (4), Spring (4).

This course introduces students to the primary visual, aural, and narrative conventions used in the creation of film, including editing, mise-en-scène, sound, cinematography, and digital effects. By developing a core set of analytical skills around observation, students will learn some of the ways that films become meaningful for their audiences.

Offered as needed.

201 Writing on Media and Visual Culture.

Fall (4), Spring (4).

This writing-intensive course is designed to help students to hone their ability to think and write critically about film, television and other media, develop research skills, and cultivate their ability to write a sustained paper without a fixed topic or assignment. Focus of course subject matter varies.

202 Visual Storytelling.

Spring (4).

Explores the means of creating narrative through media with a central visual component, chiefly still photography and digital filmmaking. Students will analyze effective visual storytelling, and will devise, make, and edit a series of exploratory exercises, developing awareness of techniques proper to the medium.

203 Screenwriting.

Fall (4).

This course serves as an introduction to screenwriting for feature films and television. Work includes critical examination of screenplays and finished films, and both critical and exploratory writing, including a group television assignment and a first draft of a first act of a feature screenplay.

211 Screen Genres.

Fall (4), Spring (4), May Term (3).

Introduces the concept of genre and how it has been understood in film and media studies, exploring the basis for generic categorization, engaging with debates over contested categories (such as film noir, the women's film, and melodrama), and examining specific instances of one or more genres.

Offered as needed.

213 Sports, Media & Culture.

Fall (4), Spring (4).

Analyzes the relationship between sport and its coverage and representation in print, radio, film, television, and now the Internet, and how that convergence has influenced various cultural dynamics.

Offered as needed.

264 Special Topics in Visual and Media Studies.

Fall (4), Spring (4), May Term (3).

Focuses on special topics, themes, or projects in the fields of visual and media studies, including courses that combine critical and creative or production elements. May be repeated for credit given distinct topic.

Offered as needed.

395 Media Theories.

Fall (4). Spring (4).

Addresses critical and theoretical concerns that define critical film, media and visual studies: specific focus will vary.

Offered as needed.

495 Senior Seminar.

Fall (4).

The capstone experience, an advanced seminar in which students integrate and extend skills and knowledge previously developed in the major. Specific focus will vary between iterations. The culminating assignment is a significant piece of mentored research, usually in an extended paper (or another project approved by the instructor).